



STRATEGIC MARKETING IN PRACTICE (CASE STUDY)

MARCH 2022 SESSION

MOCK EXAMS

Time: 5:30AM – 8:30PM

Date: 1st JUNE 2022

Three hours' duration

The examination comprises of **THREE** parts

Parts A and C (Compulsory)

You are required to give your answers in the GSM answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Candidate guidance:

- Answer **all** questions on the separate answer sheet provided and make sure you read the guidance information provided at the top of the answer sheets
- Ensure your student number are provided on the answer sheet
- Read all question carefully before attempting them
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Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



(Answer 5 questions in all)

PART A - Answer all questions

- 1) Recommend and justify 3 strategic changes Toyota will have to implement in order to become the market leader in the automobile industry. Your answer must elaborate a tactical breakdown of how your recommendations can be implemented (20 marks)
- 2) In your view as a marketing consultant 4 strategic risks Toyota faces from the business environment, showing how these risk factors may be monitored and mitigated.

(20 marks)

PART B - Answer any 2 questions

- 3) Critically analyze the financial position of Toyota and explain the company's readiness to compete effectively as far as the strategic focus of the company is concerned. Furthermore, you should identify and recommend mitigation measures to possible organizational and macro environmental constraints they may face in their quest to achieve their strategic intent. (20 marks)
- 4) Critically analyze how Toyota can align its vision, mission and organizational culture to its strategic intent with the aim of achieving growth and profitability (20 marks)
- 5) Using your perceptual /positioning map critically analyze the relative strategic position of Toyota and recommend ways which the company could improve upon its market image (20 marks)

PART C - Compulsory

- 6) Explain **TWO** strategic marketing options available to Toyota for maximizing growth and profitability. (20 marks)

